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BURLEY TOBACCO MARKETING QUOTA REFERENDUM

Suggested Script No. 2 for broadcast by a member of the State or county committee and the local announcer. To be adapted to suit locality in which broadcast.

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ANNOUNCER: Within a few days, farmers of (county or counties) will go to the polls to vote on the question of continuing marketing quotas on Burley tobacco. A few days ago, we had with us Mr. (name and title) of the FMA County Committee to discuss some of the details of this referendum. Today, we have asked Mr. (name) to come and answer some more questions you Burley tobacco growers will like to have answered before you vote.

In our previous discussion, Mr. (name), it was brought out that marketing quotas are a pretty important question for Burley tobacco growers to settle ... and that the best thing for them is to go to the polls and help settle it.

PMAC: That's true, _____, this referendum is vitally important to all Burley tobacco growers. They are the only ones empowered by law to make the decision ... and it's up to them to make it at the polls.

ANNOUNCER: I believe we said that everyone who has an interest in a Burley tobacco crop this year is entitled to vote.

PMAC: That's right, Every person, whether owner, operator, tenant, or share cropper, producing Burley tobacco can vote ... But no person ... no matter how much tobacco he grows ... may vote more than once.

ANNOUNCER: And when is the referendum?

PMAC: Saturday, November 26, is the date, and there will be three questions: First, do you favor quotas for three years--1950, 1951, and 1952, or second, do you oppose quotes for three years but favor the quota

for one year only, 1950...or...third...do you oppose any quota.

Any Burley tobacco grower is entitled to vote for any one of these propositions he believes is to the best interest of himself and other growers.

ANNOUNCER: This probably has been covered before. But just in the interest of re-emphasis, I think you might cover the point again. As I understand it, marketing quotas, if approved, mean that each farm will be assigned an acreage allotment. Suppose you tell us just why a farmer would want to have an acreage allotment established for his farm in 1950, or in any other year.

PMAC: Well, _____, a great many of us have had a lot of experience growing and selling Burley tobacco. We've seen good crops and bad... and we've seen good crops sell for less than it cost to put them in the barn. We knew long ago that sometimes we produce more than we could use in this country and export. We knew what we needed was machinery to adjust our production to that amount which would provide sufficient tobacco to meet demands for domestic use, for export, and for carrying over in the aging process and as a margin of safety. This marketing quota program is provided in the Agricultural Adjustment Act of 1938 and its amendments. This law has been in effect for ten years...and we find it has worked well enough to make us want acreage allotments with marketing quotas for our farms.

ANNOUNCER: I see, marketing quotas furnish farmers a means of adjusting production in line with demand. Now what about loans? Will there be Government loans on the 1950 crop?

PMAC: Prices for the 1950 crop will be supported at 90 percent of parity only if growers approve quotas. If quotas are disapproved, 90 percent of parity loans will not be available.

ANNOUNCER: But there will be loans on this year's crop--the 1949 crop---at 90 percent of parity regardless of how the referendum on November 26 goes?

PMAC: I'm glad you mentioned that, _____. There will be price support loans at 90% parity available on this year's crop. That support price level is 40.3 cents per pound.

ANNOUNCER: Well, Mr. _____, that answers the questions I had in mind. Is there anything else you would like to add?

PMAC: Just this, _____. I want to repeat that marketing quotas pose an important question, and Burley tobacco growers will be the ones most vitally affected by the outcome. Therefore, every Burley tobacco grower should get out and vote in this referendum.

ANNOUNCER: I agree with you Mr. _____. That is certainly the best way to settle any issue...let the people concerned decide at the polls. Thank you for coming down today and discussing this vital question. Ladies and gentlemen, you have heard Mr. (name), (title) discussing the Burley tobacco marketing quota referendum, which will be held on Saturday, November 26.

